



WWF

REPORT

CAN

2015



WWF-CANADA ANNUAL REPORT

**Together, it is possible**

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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



## PRESIDENT'S MESSAGE

How do we protect nature in an enduring way? That's the question that occupied the staff and board of WWF-Canada for the past year as we developed our bold new five-year plan. Our answer? By building strong links to community and economy, so that victories for nature are also victories for people.

Take the example of the Newfoundland cod fishery. In 1992, when the northern cod fishery was closed, more than 30,000 people lost their jobs and the lifeblood of entire communities disappeared. Today, as the cod stock shows early signs of recovery, WWF is proud to continue working with scientists, fish harvesters, community leaders, processing plants, and retailers to develop a fishery that is sustainable both environmentally and economically.

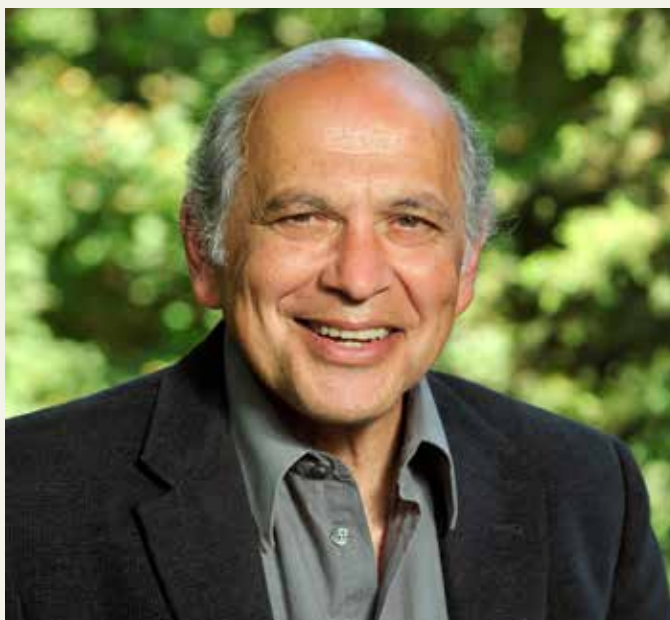
But it doesn't stop with cod. Our five-year plan applies the same approach in six iconic places across Canada: the Northwest Passage, B.C.'s Skeena River and estuary, the Grand Banks, the St. Lawrence River, New Brunswick's Saint John River and Bay of Fundy, and the Salish Sea surrounding southern Vancouver Island.

By recognizing economic needs and by working directly with communities, we are laying the groundwork for lasting conservation achievements.

Thank you for your support. Your commitment will help us build on our successes of the past year—and will mean even greater conservation successes to come.

**David Miller,**  
President and CEO, WWF-Canada

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## CHAIR'S MESSAGE

I feel very privileged to have succeeded Roger Dickhout as board chair of WWF-Canada last December. I've worked for many years on social justice issues, and I've seen how those with the least money suffer the greatest impact of environmental degradation and climate change. That's why I support WWF.

This is an organization that gets results and makes a difference. Our track record proves that we can solve environmental problems, from protecting endangered whales to transforming the seafood industry to mobilizing millions of citizens for environmental action.

Now, with our new five-year strategic plan, WWF aims to do even more. We have set our sights on delivering concrete results based on good science, productive partnerships, and positive engagement.

I'm proud to contribute to an organization that matters so much. On top of that, my kids finally think that I'm doing something meaningful. Your support shows you think we're doing something meaningful, too—and that means a lot.

Please join me as we demonstrate just how much is possible in the coming years.

A handwritten signature in black ink that reads "Alex Himelfarb".

**Alex Himelfarb,**  
Chair, WWF-Canada Board of Directors